# GOVERNMENT OF INDIA
# TOURISM
# LOK SABHA

UNSTARRED QUESTION NO:2482
ANSWERED ON:14.12.2015
Promotion of Medical Tourism
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**Will the Minister of TOURISM be pleased to state:**

(a) whether the Government has implemented any special schemes/policies for the development and promotion of medical tourism in the country;
(b) if so, the details thereof along with the funds allocated including incentives and financial assistance provided to various States/UTs to promote medical tourism during the last three years and the current year, year-wise and State/UT-wise;
(c) the number of foreign tourists who visited country on health/medical tourism and the revenue generated therefrom during the last five years, year-wise and State/ UT-wise;
(d) whether the Government has constituted National Medical and Wellness Tourism Board recently and if so, the details of the members of the Board along with the duties and responsibilities of the Board; and
(e) whether the Government has any mechanism to keep check on misuse of medical tourism and if so, the details thereof?

## Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): Yes, Madam.

(b): The Ministry of Tourism has formulated guidelines for the promotion of Medical Tourism as Niche Tourism Products.

As per the existing guidelines the following assistance is provided to the eligible stakeholders subject to adherence of the prescribed conditions and procedures:

(i) Financial assistance up to Rs.2.00 lakh for participating in fairs/events/Road shows approved by the Ministry of Tourism in the overseas markets under the Marketing Development Assistance (MDA) scheme.
(ii) Financial assistance in the ratio of 50:50 for making publicity and promotional material subject to a maximum ceiling of Rs.10.00 lakh.
(iii) Financial assistance up to a maximum of Rs.25.00 lakh on 50:50 sharing basis for organizing Wellness & Medical Tourism promotion shows.
(iv) Permission for the use of Incredible India logo for the Wellness & Medical Tourism promotion events, films, literature etc.
(v) Financial support for training courses focused on skill providing, skill up-gradation and skill certification courses for the persons engaged in Wellness & Medical Tourism sector as per the Capacity Building for Service Providers (CBSP) scheme guidelines of the Ministry of Tourism.
(vi) Provision of space up to 4 square meters to Wellness and/or Medical Tourism Associations at major international fairs for promoting Wellness & Medical Tourism at cost.

The details of funds allocated under this scheme during the last three years and the current year are given in the Annexure - I.

The Ministry of Tourism promotes Medical Tourism for boosting inflow of foreign tourists in a holistic manner, inter alia, by running campaigns in the international markets under the Incredible India brand-line; conducting Road Shows, Know India Seminars; participating in major international tourism fairs and exhibitions and also supporting Events/Seminars/Conferences which have focus on health and medical tourism.

The Ministry of Tourism also produces brochures, CDs, films and other publicity material for promotion of Medical & Health Tourism.

The Government of India has introduced Medical Visa for the foreign patients who come to India for their medical treatment.

(c): The number of foreign tourists, who visited the country for health/medical tourism during the years 2009, 2010, 2011, 2012, 2013 and 2014 were 113689, 155944, 138803, 171021, 236898 and 184298 respectively. The Ministry of Tourism does not compile the revenue generated exclusively through tourists coming for medical treatment.

(d) & (e): Yes, Madam. In order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Wellness Tourism and Yoga, Ayurveda Tourism and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), a National Medical and Wellness Tourism Board has been constituted. The Board shall work as an umbrella organization that governs and promotes this segment of tourism in an organized manner. The Ministry of Tourism would drive the promotion of medical and wellness tourism and will act as facilitator and support the medical/wellness segment in promoting tourism and in promoting India as a medical and wellness destination.

The constitution of the Board is at Annexure - II.

The Board will be represented by all stakeholders and would be dedicated to the cause of promoting Yoga, Ayurveda and other Indian systems of medicine covered by Unani, Siddha and Homeopathy.

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